



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Chambers, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	38.6%	Population		35,245	34,316
Rural Bypasses	19.4%	Households		14,382	14,159
Heartland Communities	17.1%	Families		9,909	9,581
Home Town	16.3%	Median Age		38.9	40.4
Rustbelt Retirees	2.7%	Median Household Income		\$34,278	\$37,550

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	53	\$1,454.40	\$20,917,191
Men's	55	\$272.19	\$3,914,685
Women's	51	\$490.89	\$7,059,945
Children's	61	\$270.08	\$3,884,337
Footwear	47	\$239.65	\$3,446,654
Watches & Jewelry	50	\$99.14	\$1,425,840
Apparel Products and Services <sup>1</sup>	56	\$82.45	\$1,185,730
<b>Computer</b>			
Computers and Hardware for Home Use	55	\$121.47	\$1,746,943
Software and Accessories for Home Use	52	\$15.49	\$222,756
<b>Entertainment &amp; Recreation</b>	62	\$2,115.06	\$30,418,739
<b>Fees and Admissions</b>	48	\$294.36	\$4,233,455
Membership Fees for Clubs <sup>2</sup>	50	\$79.17	\$1,138,597
Fees for Participant Sports, excl. Trips	50	\$57.18	\$822,434
Admission to Movie/Theatre/Opera/Ballet	46	\$69.07	\$993,406
Admission to Sporting Events, excl. Trips	51	\$29.23	\$420,329
Fees for Recreational Lessons	46	\$59.71	\$858,689
<b>TV/Video/Sound Equipment</b>	63	\$733.50	\$10,549,267
Community Antenna or Cable Television	67	\$450.03	\$6,472,343
Color Televisions	55	\$75.82	\$1,090,390
VCRs, Video Cameras, and DVD Players	62	\$24.22	\$348,270
Video Cassettes and DVDs	63	\$38.08	\$547,662
Video Game Hardware and Software	61	\$20.14	\$289,634
Satellite Dishes	63	\$0.97	\$13,940
Rental of Video Cassettes and DVDs	61	\$36.38	\$523,209
Sound Equipment <sup>3</sup>	53	\$84.43	\$1,214,334
Rental and Repair of TV/Sound Equipment	60	\$3.44	\$49,485
Pets	70	\$308.86	\$4,441,994
Toys and Games	65	\$118.15	\$1,699,237
Recreational Vehicles and Fees <sup>4</sup>	71	\$322.55	\$4,638,922
Sports/Recreation/Exercise Equipment <sup>5</sup>	58	\$133.68	\$1,922,525
Photo Equipment and Supplies <sup>6</sup>	60	\$82.23	\$1,182,666
Reading <sup>7</sup>	57	\$121.73	\$1,750,673
<b>Food</b>	64	\$5,349.16	\$76,931,574
<b>Food at Home</b>	65	\$3,278.32	\$47,148,809
Bakery and Cereal Products	65	\$469.60	\$6,753,856
Meat, Poultry, Fish, and Eggs	67	\$878.82	\$12,639,126
Dairy Products	65	\$358.30	\$5,153,098
Fruit and Vegetables	61	\$531.97	\$7,650,849
Snacks and Other Food at Home <sup>8</sup>	66	\$1,039.62	\$14,951,880
<b>Food Away from Home</b>	61	\$2,070.84	\$29,782,765
Alcoholic Beverages	56	\$346.09	\$4,977,537
Nonalcoholic Beverages at Home	68	\$297.56	\$4,279,550



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<b>Financial</b>			
Investments	39	\$583.06	\$8,385,511
Vehicle Loans	73	\$4,477.06	\$64,389,065
<b>Health</b>			
Nonprescription Drugs	71	\$85.94	\$1,236,031
Prescription Drugs	83	\$480.81	\$6,915,064
Eyeglasses and Contact Lenses	65	\$54.17	\$779,078
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	53	\$4,586.95	\$65,969,483
Maintenance and Remodeling Services	54	\$1,058.70	\$15,226,219
Maintenance and Remodeling Materials <sup>10</sup>	70	\$262.87	\$3,780,538
Utilities, Fuel, and Public Services	68	\$2,975.86	\$42,798,865
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	56	\$78.50	\$1,128,917
Furniture	53	\$343.09	\$4,934,338
Floor Coverings	50	\$45.28	\$651,185
Major Appliances <sup>12</sup>	66	\$192.66	\$2,770,816
Housewares <sup>13</sup>	57	\$59.60	\$857,125
Small Appliances	65	\$23.98	\$344,854
Luggage	47	\$4.87	\$69,997
Telephones and Accessories	55	\$26.18	\$376,536
<b>Household Operations</b>			
Child Care	48	\$201.97	\$2,904,667
Lawn and Garden <sup>14</sup>	74	\$329.31	\$4,736,151
Moving/Storage/Freight Express	52	\$27.63	\$397,420
Housekeeping Supplies <sup>15</sup>	67	\$518.72	\$7,460,270
<b>Insurance</b>			
Owners and Renters Insurance	70	\$336.48	\$4,839,294
Vehicle Insurance	65	\$949.99	\$13,662,744
Life/Other Insurance	68	\$432.28	\$6,217,087
Health Insurance	73	\$1,445.36	\$20,787,213
Personal Care Products <sup>16</sup>	63	\$296.70	\$4,267,186
School Books and Supplies <sup>17</sup>	60	\$72.42	\$1,041,602
Smoking Products	80	\$386.23	\$5,554,773
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	71	\$4,066.51	\$58,484,589
Gasoline and Motor Oil	72	\$1,467.03	\$21,098,806
Vehicle Maintenance and Repairs	62	\$662.55	\$9,528,849
<b>Travel</b>			
Airline Fares	47	\$191.76	\$2,757,830
Lodging on Trips	55	\$224.06	\$3,222,434
Auto/Truck/Van Rental on Trips	43	\$18.91	\$271,920
Food and Drink on Trips	56	\$265.36	\$3,816,433

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.